



Local Government Association of South Australia

Local Councillor Allowances

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Local Councillor Allowances At a Glance

Introduction

As part of the February 2006 McGregor Tan Household Omnibus Survey, two questions were asked of 403 Adelaide and 103 Regional adults (aged 18+) for the Local Government Association in order to investigate community knowledge of current Councillor allowances and their beliefs regarding appropriate allowances.

These questions have been asked previously in 1999, 2001 and 2003.

What does the research show

The key finding from the 2006 Survey was the **significant increase in the proportion** of those surveyed who considered an **allowance of more than \$12,000** was appropriate for Councillors to be paid. This proportion stood at 49% of the total sample in this current Monitor (and at 66% of those who stated an opinion). This represented a significant increase over the 37% who considered these allowances should exceed \$12,000 in the 2003 Monitor. The individual responses were:

- Nothing (4%, down from 6% in 2003)
- Less than \$6,000 (8%, down from 12% in 2003)
- \$6,000 to \$11,000 (13%, down from 19% in 2003)
- \$12,000 to \$29,000 (31%, up from 28% in 2003)
- \$30,000 to \$50,000 (14%, up from 8% in 2003)
- More than \$50,000 (4%, up from 1% in 2003)

In relation to the **perceived payments** that Councillors received for their services, there was a significant increase in the proportion of respondents who actually named

a figure. This stood at 56% in the current Monitor, well above the 10% and 20% recorded in 2001 and 2003 respectively.

The proportion who indicated that the annual allowance paid to Councillors was **more than \$15,000 increased to 55%**, well above the previous two surveys (26% in 2003 and 44% in 2001). Further, a significant proportion (41%) perceived this allowance to be more than \$20,000. The individual responses were:

- \$0 to \$1,000 (11%)
- \$1,001 to \$2,000 (3%)
- \$2,001 to \$4,000 (3%)
- \$4,001 to \$6,000 (7%)
- \$6,001 to \$8,000 (4%)
- \$8,001 to \$10,000 (7%)
- \$10,001 to \$15,000 (11%)
- \$15,001 to \$20,000 (14%)
- More than \$20,000 (41%)

Key Findings

This section outlines the key findings of the research. For further analysis by age, gender, occupation, household composition etc. please refer to the Computer Tabulations.

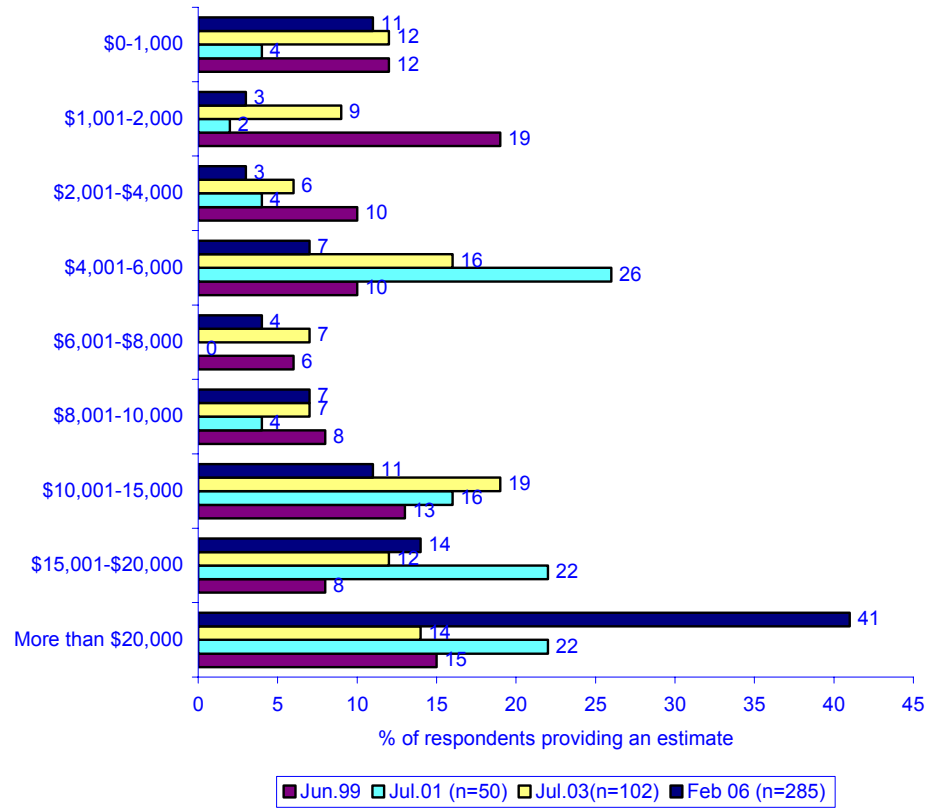
Knowledge of Current Councillor Allowances

- ❖ Those surveyed were advised that Local Councillors undertake about 15 hours work each week on local Council business and take responsibility for setting their Council rates and managing multi-million dollar budgets. They were then advised that they receive an allowance for this work, and asked how much they thought was paid annually to Local Councillors.

- ❖ The first point to note is that there was a significant increase in the proportion of respondents who actually named a figure. This stood at 56% in the current Monitor, well above the 10% and 20% recorded in 2001 and 2003 respectively.

- ❖ Secondly, the proportion who indicated that the annual allowance paid to Councillors was more than \$15,000 increased to 55%, well above the previous two surveys (26% in 2003 and 44% in 2001). Further, a significant proportion (41%) perceived this allowance to be more than \$20,000. The individual responses were:
 - \$0 to \$1,000 (11%)
 - \$1,001 to \$2,000 (3%)
 - \$2,001 to \$4,000 (3%)
 - \$4,001 to \$6,000 (7%)
 - \$6,001 to \$8,000 (4%)
 - \$8,001 to \$10,000 (7%)
 - \$10,001 to \$15,000 (11%)
 - \$15,001 to \$20,000 (14%)
 - More than \$20,000 (41%)

**PERCEIVED AMOUNT OF ANNUAL ALLOWANCE PAID TO LOCAL COUNCILLORS
(of those who knew allowance rates)**



McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - FEBRUARY 2006

Q24: On average, Local Councillors undertake about 15 hours work each week on local Council business and take responsibility for setting your Council rates and managing multi-million dollar Council budgets. They receive an allowance for this work. How much do you think is paid annually to your Local Councillors? **Probe for an answer**

Record **WHOLE DOLLAR** amounts ONLY, NO CENTS

(Leave blank if unable to give an amount)

	<u>LOCATION</u>			<u>GENDER</u>		<u>AGE GROUPS</u>								
	<u>TOTAL</u>	<u>Metro</u>	<u>Regional</u>	<u>MALE</u>	<u>FEMALE</u>	<u>18-24</u>	<u>25-30</u>	<u>31-35</u>	<u>36-39</u>	<u>40-54</u>	<u>55-64</u>	<u>65+</u>	<u>ALL 18-39</u>	<u>ALL 40+</u>
Allowance	26265.	27099.	22777.	23289.	29178.	40291.	33000.	33436.	22916.	22829.	16185.	18805.	32514.	20640.
	14	19	27	40	88	03	03	70	75	13	22	49	48	73
	285	230	55	141	144	39	30	30	36	86	27	37	135	150
Mean	26265.	27099.	22777.	23289.	29178.	40291.	33000.	33436.	22916.	22829.	16185.	18805.	32514.	20640.
	14	19	27	40	88	03	03	70	75	13	22	49	48	73

Prepared by McGregor Tan Research (Ref: 7781-B)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - FEBRUARY 2006

Q24: On average, Local Councillors undertake about 15 hours work each week on local Council business and take responsibility for setting your Council rates and managing multi-million dollar Council budgets. They receive an allowance for this work. How much do you think is paid annually to your Local Councillors? **Probe for an answer**

Record **WHOLE DOLLAR** amounts **ONLY, NO CENTS**

(Leave blank if unable to give an amount)

	<u>OCCUPATION</u>							<u>EMPLOYMENT</u>		<u>HOUSEHOLD STRUCTURE</u>						
	<u>TOTAL</u>	<u>Prof/Exec</u>	<u>White Collar</u>	<u>Blue Collar</u>	<u>Home Duties</u>	<u>Retired</u>	<u>Other</u>	<u>In paid work</u>	<u>Not in pd work</u>	<u>Single/shared h'hold</u>	<u>Young er couple no kids</u>	<u>Young Family most kids under 6</u>	<u>Middle Family most kids 6-15</u>	<u>Mature Family most kids 15+ and at least 1 still at home</u>	<u>Mature no kids at home</u>	
Allowance	26265. 14 285	20417. 23 35	27605. 65 71	29519. 30 70	23926. 73 30	18626. 14 50	37775. 86 29	26937. 24 176	25179. 90 109	30025. 15 40	42187. 56 16	33341. 94 31	23562. 55 56	26926. 68 60	20010. 40 82	
Mean	26265. 14	20417. 23	27605. 65	29519. 30	23926. 73	18626. 14	37775. 86	26937. 24	25179. 90	30025. 15	42187. 56	33341. 94	23562. 55	26926. 68	20010. 40	

Prepared by McGregor Tan Research (Ref: 7781-B)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - FEBRUARY 2006

Q24: On average, Local Councillors undertake about 15 hours work each week on local Council business and take responsibility for setting your Council rates and managing multi-million dollar Council budgets. They receive an allowance for this work. How much do you think is paid annually to your Local Councillors? **Probe for an answer**

Record **WHOLE DOLLAR** amounts **ONLY, NO CENTS**

(Leave blank if unable to give an amount)

	<u>GROSS HOUSEHOLD INCOME</u>							
	<u>TOTAL</u>	<u>Under \$20,000 pa</u>	<u>\$20,000 to \$39,999 pa</u>	<u>\$40,000 to \$59,999 pa</u>	<u>\$60,000 to \$79,999 pa</u>	<u>\$80,000 to \$99,999 pa</u>	<u>\$100,000 + pa</u>	<u>Refused</u>
Allowance	26265.14 285	31924.39 33	21834.04 72	28170.69 58	26892.71 41	32621.21 33	21187.50 24	22437.79 24
Mean	26265.14	31924.39	21834.04	28170.69	26892.71	32621.21	21187.50	22437.79

Prepared by McGregor Tan Research (Ref: 7781-B)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - FEBRUARY 2006

Q24: On average, Local Councillors undertake about 15 hours work each week on local Council business and take responsibility for setting your Council rates and managing multi-million dollar Council budgets. They receive an allowance for this work. How much do you think is paid annually to your Local Councillors?

BASE: Allowance mentioned

	<u>LOCATION</u>			<u>GENDER</u>		<u>AGE GROUPS</u>							<u>ALL</u>	<u>ALL</u>
	<u>TOTAL</u>	<u>Metro</u>	<u>Regional</u>	<u>MALE</u>	<u>FEMALE</u>	<u>18-24</u>	<u>25-30</u>	<u>31-35</u>	<u>36-39</u>	<u>40-54</u>	<u>55-64</u>	<u>65+</u>	<u>18-39</u>	<u>40+</u>
\$0-\$1,000	30 11%	26 11%	4 7%	14 10%	16 11%	2 5%	2 7%	4 13%	3 8%	12 14%	2 7%	5 14%	11 8%	19 13%
\$1,001-\$2,000	9 3%	7 3%	2 4%	7 5% +	2 1% -	0 0%	1 3%	1 3%	1 3%	2 2%	2 7%	2 5%	3 2%	6 4%
\$2,001-\$4,000	9 3%	7 3%	2 4%	6 4%	3 2%	0 0%	1 3%	0 0%	2 6%	3 3%	3 11%	0 0%	3 2%	6 4%
\$4,001-\$6,000	19 7%	14 6%	5 9%	12 9%	7 5%	3 8%	0 0%	1 3%	3 8%	7 8%	1 4%	4 11%	7 5%	12 8%
\$6,001-\$8,000	10 4%	6 3% -	4 7% +	7 5%	3 2%	0 0%	0 0%	0 0%	0 0%	6 7% ++	3 11%	1 3%	0 0%	10 7% +++
\$8,001-\$10,000	19 7%	13 6%	6 11%	11 8%	8 6%	0 0%	0 0%	2 7%	3 8%	4 5%	4 15%	6 16% ++	5 4% -	14 9% +
\$10,001-\$15,000	32 11%	24 10%	8 15%	17 12%	15 10%	5 13%	1 3%	2 7%	2 6%	12 14%	5 19%	5 14%	10 7% -	22 15% +
\$15,001-\$20,000	40 14%	30 13%	10 18%	17 12%	23 16%	4 10%	8 27% ++	1 3% -	6 17%	14 16%	1 4%	6 16%	19 14%	21 14%
More than \$20,000	117 41%	103 45% +++	14 25% ---	50 35% -	67 47% +	25 64% +++	17 57% +	19 63% +++	16 44%	26 30% --	6 22%	8 22% --	77 57% +++	40 27% ---
No. of Respondents	285 100%	230 100%	55 100%	141 100%	144 100%	39 100%	30 100%	30 100%	36 100%	86 100%	27 100%	37 100%	135 100%	150 100%

Prepared by McGregor Tan Research (Ref: 7781-B)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - FEBRUARY 2006

Q24: On average, Local Councillors undertake about 15 hours work each week on local Council business and take responsibility for setting your Council rates and managing multi-million dollar Council budgets. They receive an allowance for this work. How much do you think is paid annually to your Local Councillors?

BASE: Allowance mentioned

	<u>OCCUPATION</u>							<u>EMPLOYMENT</u>		<u>HOUSEHOLD STRUCTURE</u>					
	TOTAL	Prof/ Exec	White Collar	Blue Collar	Home Duties	Retired	Other	In paid work	Not in pd work	Single/ shared h'hold	Young er couple no kids	Young Family most kids under 6	Middle Family most kids 6- 15	Mature Family most kids 15+ and at least 1 still at home	Mature no kids at home
\$0-\$1,000	30 11%	6 17%	4 6%	3 4%	4 13%	9 18%	4 14%	13 7%	17 16%	9 23%	1 6%	2 6%	4 7%	4 7%	10 12%
			-			+		--	++	+++					
\$1,001-\$2,000	9 3%	0 0%	2 3%	2 3%	0 0%	4 8%	1 3%	4 2%	5 5%	0 0%	1 6%	0 0%	2 4%	2 3%	4 5%
						++									
\$2,001-\$4,000	9 3%	1 3%	3 4%	2 3%	1 3%	1 2%	1 3%	6 3%	3 3%	1 3%	0 0%	0 0%	1 2%	4 7%	3 4%
														+	
\$4,001-\$6,000	19 7%	3 9%	4 6%	5 7%	0 0%	4 8%	3 10%	12 7%	7 6%	2 5%	0 0%	0 0%	5 9%	4 7%	8 10%
\$6,001-\$8,000	10 4%	2 6%	4 6%	1 1%	0 0%	2 4%	1 3%	7 4%	3 3%	0 0%	0 0%	0 0%	3 5%	1 2%	6 7%
															++
\$8,001-\$10,000	19 7%	2 6%	5 7%	3 4%	1 3%	7 14%	1 3%	10 6%	9 8%	1 3%	0 0%	1 3%	6 11%	3 5%	8 10%
						++									
\$10,001-\$15,000	32 11%	5 14%	6 8%	11 16%	4 13%	5 10%	1 3%	22 13%	10 9%	2 5%	2 13%	1 3%	8 14%	7 12%	12 15%
\$15,001-\$20,000	40 14%	5 14%	11 15%	7 10%	7 23%	7 14%	3 10%	23 13%	17 16%	7 18%	1 6%	7 23%	4 7%	8 13%	13 16%
													-		
More than \$20,000	117 41%	11 31%	32 45%	36 51%	13 43%	11 22%	14 48%	79 45%	38 35%	18 45%	11 69%	20 65%	23 41%	27 45%	18 22%
				++		---		+	-			+++			---
No. of Respondents	285 100%	35 100%	71 100%	70 100%	30 100%	50 100%	29 100%	176 100%	109 100%	40 100%	16 100%	31 100%	56 100%	60 100%	82 100%

Prepared by McGregor Tan Research (Ref: 7781-B)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - FEBRUARY 2006

Q24: On average, Local Councillors undertake about 15 hours work each week on local Council business and take responsibility for setting your Council rates and managing multi-million dollar Council budgets. They receive an allowance for this work. How much do you think is paid annually to your Local Councillors?

BASE: Allowance mentioned

	GROSS HOUSEHOLD INCOME							
	TOTAL	Under \$20,000 pa	\$20,000 to \$39,999 pa	\$40,000 to \$59,999 pa	\$60,000 to \$79,999 pa	\$80,000 to \$99,999 pa	\$100,000 + pa	Refused
\$0-\$1,000	30 11%	8 24% +++	4 6%	3 5%	3 7%	0 0%	3 13%	9 38%
\$1,001-\$2,000	9 3%	1 3%	4 6%	1 2%	0 0%	1 3%	1 4%	1 4%
\$2,001-\$4,000	9 3%	0 0%	4 6%	2 3%	1 2%	2 6%	0 0%	0 0%
\$4,001-\$6,000	19 7%	3 9%	5 7%	5 9%	2 5%	1 3%	1 4%	2 8%
\$6,001-\$8,000	10 4%	1 3%	2 3%	1 2%	1 2%	1 3%	2 8%	2 8%
\$8,001-\$10,000	19 7%	2 6%	8 11% +	3 5%	2 5%	2 6%	2 8%	0 0%
\$10,001-\$15,000	32 11%	3 9%	8 11%	7 12%	5 12%	4 12%	4 17%	1 4%
\$15,001-\$20,000	40 14%	3 9%	17 24% +++	5 9%	7 17%	3 9%	4 17%	1 4%
More than \$20,000	117 41%	12 36%	20 28% ---	31 53% ++	20 49%	19 58% ++	7 29%	8 33%
No. of Respondents	285 100%	33 100%	72 100%	58 100%	41 100%	33 100%	24 100%	24 100%

Prepared by McGregor Tan Research (Ref: 7781-B)

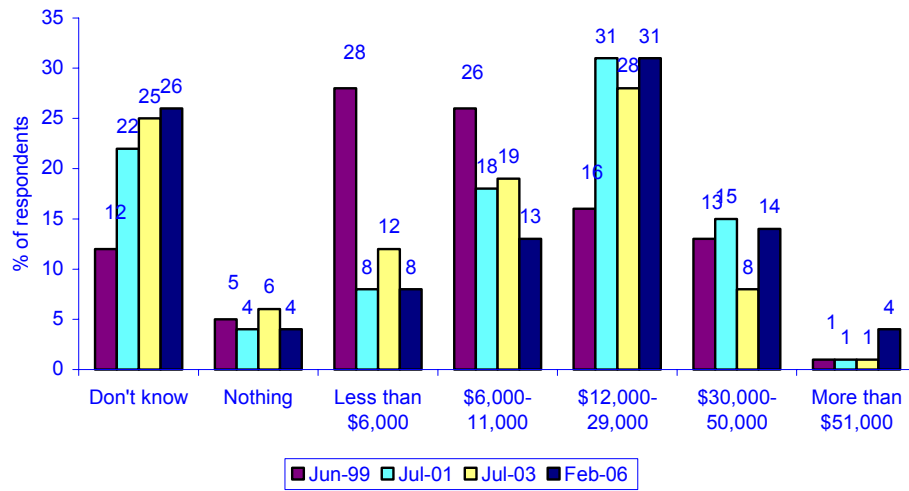
Perceived Appropriate Councillor Allowances

- ❖ All respondents were then asked what they felt was an appropriate annual allowance for Local Councillors, regardless of whether they claimed to know the rate or not.

- ❖ A similar proportion of those surveyed indicated that they did not know or were not sure (26%, compared to 25% in 2003 and 22% in 2001). Most (74%), however, did name an annual allowance they considered to be appropriate, with significantly lower proportions naming allowances under \$12,000 and significantly higher proportions naming allowances over \$12,000, as outlined below:
 - Nothing (4%, down from 6% in 2003)
 - Less than \$6,000 (8%, down from 12% in 2003)
 - \$6,000 to \$11,000 (13%, down from 19% in 2003)
 - \$12,000 to \$29,000 (31%, up from 28% in 2003)
 - \$30,000 to \$50,000 (14%, up from 8% in 2003)
 - More than \$50,000 (4%, up from 1% in 2003)

- ❖ There were relatively few variances to these responses among the groups surveyed, although those aged 18 to 39 were more likely to name allowances in excess of \$12,000.

PROMPTED OPINION OF SIZE OF COUNCILLOR'S ANNUAL ALLOWANCE



McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - FEBRUARY 2006

Q25: What size annual allowance, if any, do you believe is appropriate for such councillors?
Unprompted, single response

	<u>LOCATION</u>			<u>GENDER</u>		<u>AGE GROUPS</u>								<u>ALL</u>	<u>ALL</u>
	<u>TOTAL</u>	<u>Metro</u>	<u>Regional</u>	<u>MALE</u>	<u>FEMALE</u>	<u>18-24</u>	<u>25-30</u>	<u>31-35</u>	<u>36-39</u>	<u>40-54</u>	<u>55-64</u>	<u>65+</u>	<u>18-39</u>	<u>40+</u>	
More than \$51,000	18 4%	14 3%	4 4%	8 3%	10 4%	8 13% +++	1 2%	2 4%	0 0%	3 2%	2 3%	2 2%	11 5% +	7 2% -	
\$30,000 - \$50,999	71 14%	53 13%	18 17%	35 15%	36 13%	12 19%	12 26% ++	13 25% ++	6 12%	14 10%	7 11%	7 8%	43 20% +++	28 9% ---	
\$12,000 - \$29,999	155 31%	125 31%	30 29%	62 27% -	93 34% +	23 37%	18 39%	17 33%	20 38%	42 29%	15 24%	20 23% -	78 37% +++	77 26% ---	
\$6,001 - \$11,999	68 13%	50 12%	18 17%	38 16% +	30 11% -	4 6%	3 7%	3 6% -	8 15%	28 19% ++	10 16%	12 14%	18 9% ---	50 17% +++	
Less than \$6,000	41 8%	31 8%	10 10%	18 8%	23 8%	3 5%	3 7%	3 6%	3 6%	11 8%	9 15% ++	9 10%	12 6% -	29 10% +	
Nothing	21 4%	16 4%	5 5%	16 7% +++	5 2% ---	1 2%	0 0%	0 0%	2 4%	11 8% ++	4 6%	3 3%	3 1% ---	18 6% +++	
Don't know	132 26% ++	114 28% ++	18 17% --	54 23%	78 28%	11 18%	9 20%	13 25%	13 25%	37 25%	15 24%	34 39% +++	46 22% -	86 29% +	
No. of Respondents	506 100%	403 100%	103 100%	231 100%	275 100%	62 100%	46 100%	51 100%	52 100%	146 100%	62 100%	87 100%	211 100%	295 100%	

Prepared by McGregor Tan Research (Ref: 7781-B)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - FEBRUARY 2006

Q25: What size annual allowance, if any, do you believe is appropriate for such councillors?
Unprompted, single response

	<u>OCCUPATION</u>							<u>EMPLOYMENT</u>		<u>HOUSEHOLD STRUCTURE</u>					
	<u>TOTAL</u>	<u>Prof/Exec</u>	<u>White Collar</u>	<u>Blue Collar</u>	<u>Home Duties</u>	<u>Retired</u>	<u>Other</u>	<u>In paid work</u>	<u>Not in pd work</u>	<u>Single/shared h'hold</u>	<u>Young er couple no kids</u>	<u>Young Family most kids under 6</u>	<u>Middle Family most kids 6-15</u>	<u>Mature Family most 15+ and at least 1 still at home</u>	<u>Mature no kids at home</u>
More than \$51,000	18 4%	1 2%	3 3%	6 5%	1 2%	3 3%	4 9% +	10 3%	8 4%	5 8% +	1 3%	1 2%	2 2%	4 4%	5 3%
\$30,000 - \$50,999	71 14%	6 10%	20 18%	16 14%	9 15%	9 8% --	11 23% +	42 15%	29 13%	8 12%	8 28%	12 24% ++	8 9%	15 16%	20 11%
\$12,000 - \$29,999	155 31%	18 29%	37 34%	42 37%	23 39%	25 22% --	10 21%	97 34% +	58 27% -	21 32%	5 17%	21 42% +	30 33%	37 39% +	41 23% --
\$6,001 - \$11,999	68 13%	9 14%	16 15%	13 11%	7 12%	15 13%	8 17%	38 13%	30 14%	5 8%	2 7%	3 6%	16 18%	12 13%	30 17% +
Less than \$6,000	41 8%	5 8%	8 7%	11 10%	3 5%	12 11%	2 4%	24 8%	17 8%	4 6%	2 7%	1 2% -	8 9%	7 7%	19 11% +
Nothing	21 4%	4 6%	3 3%	6 5%	1 2%	6 5%	1 2%	13 5%	8 4%	3 5%	0 0%	1 2%	5 5%	5 5%	7 4%
Don't know	132 26%	20 32%	23 21%	21 18% --	15 25%	42 38% +++	11 23%	64 22% --	68 31% ++	19 29%	11 38%	11 22%	22 24%	16 17% --	53 30%
No. of Respondents	506 100%	63 100%	110 100%	115 100%	59 100%	112 100%	47 100%	288 100%	218 100%	65 100%	29 100%	50 100%	91 100%	96 100%	175 100%

Prepared by McGregor Tan Research (Ref: 7781-B)

McGREGOR TAN HOUSEHOLD OMNIBUS SURVEY - FEBRUARY 2006

**Q25: What size annual allowance, if any, do you believe is appropriate for such councillors?
Unprompted, single response**

	<u>GROSS HOUSEHOLD INCOME</u>							
	<u>TOTAL</u>	<u>Under \$20,000 pa</u>	<u>\$20,000 to \$39,999 pa</u>	<u>\$40,000 to \$59,999 pa</u>	<u>\$60,000 to \$79,999 pa</u>	<u>\$80,000 to \$99,999 pa</u>	<u>\$100,000 + pa</u>	<u>Refused</u>
More than \$51,000	18 4%	5 7%	3 2%	5 5%	2 3%	2 4%	1 3%	0 0%
\$30,000 - \$50,999	71 14%	12 16%	9 7%	14 15%	11 16%	10 19%	9 23%	6 12%
\$12,000 - \$29,999	155 31%	13 17%	38 31%	39 41%	32 46%	16 30%	11 28%	6 12%
\$6,001 - \$11,999	68 13%	11 14%	20 16%	8 8%	5 7%	11 21%	4 10%	9 18%
Less than \$6,000	41 8%	7 9%	16 13%	8 8%	3 4%	2 4%	3 8%	2 4%
Nothing	21 4%	2 3%	3 2%	4 4%	2 3%	4 8%	5 13%	1 2%
Don't know	132 26%	26 34%	33 27%	18 19%	14 20%	8 15%	6 15%	27 53%
No. of Respondents	506 100%	76 100%	122 100%	96 100%	69 100%	53 100%	39 100%	51 100%

Prepared by McGregor Tan Research (Ref: 7781-B)

Appendix 1

Questions Asked

1. On average, Local Councillors undertake about 15 hours of work each week on local Council business and take responsibility for setting your Council rates and managing multi-million dollar Council budgets. They receive an allowance for this work. Do you know what level is received annually by your Local Councillors?

Record amount

2. What size annual allowance, if any, do you believe is appropriate for such councillors? **unprompted - single response**

1..... More than \$51,000

2..... \$30,000 - \$50,999

3..... \$12,000 - \$29,999

4..... \$6,001 - \$11,999

5..... Less than \$6,000

6..... Nothing

7..... Don't Know

Appendix 2

Background

What is the McGregor Tan Household Omnibus Survey

The McGregor Tan Household Omnibus Survey is a shared cost survey of 400 Adelaide adults (aged 18+) where several clients place questions on the same questionnaire, but none see any other's questions or answers. People are interviewed face-to-face at their place of residence on weekday evenings or weekends to ensure the proper representation of people in the work force.

Selection of the people to be interviewed is based on a random probability design which ensures that each and every adult in the metropolitan area has an equal chance of being selected for interview. Therefore, results gathered are representative of the correct age/gender breakdown of the Adelaide adult population. A cluster sampling technique is employed whereby 10 interviews are conducted in 40 localities throughout the metropolitan area of Adelaide.

Classifications used for analysis

McGregor Tan Household Omnibus Survey results are all analysed by gender, age (18-24, 25-30, 31-39, 40-54, 55-64 and 65+), occupation & household composition. The definitions used for occupation and household composition are provided below.

Occupation

Paid work - 5hrs+/wk regular paid work.

Professional/Executive - Director/manager of a large business (50+ staff), senior manager in a larger corporation, senior public servant, grazier, police officer (assistant commissioner and more senior), armed forces (colonel and more senior), town clerk, professional/technical executive e.g. law, medicine, engineering, architecture, academic etc.

White collar - Owner/manager of business (up to 50 employees), para professionals, computer programmer, teacher, nurse, minister of religion, sales representative, farmer or farm manager (with employees), police officer (inspector to commander), armed forces (lieutenant/major), office-

based public servant, department manager, bank manager, accountant, bookkeeper, drafter clerk, typist, secretary, key punch operator, etc.

Blue collar - Tradesperson, process worker, labourer, technician, driver, shop assistant, shop keeper, care assistant, fisher, farm worker (up to overseer), forestry worker, police officer (up to senior sergeant), fire officer (up to sergeant).

Not in paid employment - Less than 5hrs/week of paid employment i.e retired/aged pensioner, home duties, unemployed, full time student, invalid pension, etc.

Household composition

Single or shared household, no children
Younger couple, no children
Family, youngest child under 6 years
Family, younger child under 13 years
Family, teenage children or older at home
Mature couple or single, no children at home

Who was interviewed

The following table outlines the sample characteristics and makes comparisons with population figures gathered by the Australian Bureau of Statistics for the Adelaide Statistical Division. The table shows the sample is almost identical to the actual population.

Sample characteristics - gender and age	No. of Respondents	% of respondents	% of Adel. 18+¹
Males	231	46	48
Females	275	54	52
Age groups:			
18-24	62	12	14
25-30	46	9	12
31-39	103	20	18
40-54	146	29	27
55-64	62	12	11
65+	87	17	18
Total sample	506	100	100

¹ Adelaide Statistical Division; Source: 2001 Census; Australian Bureau of Statistics.

Employment and occupation

Sample characteristics - employment and occupation	No. of respondents	% of respondents
Professional/executive	63	12
White collar	110	22
Blue collar	115	23
Total in paid employment	288	57
Home duties	59	12
Retired	112	22
Other (student, unemployed, etc.)	47	9
Total not in paid employment	218	43

Household composition

Sample characteristics - household characteristics	No. of respondents	% of respondents
Single or shared household, no children	65	13
Younger couple, no children	29	6
Family, youngest child under 6 years	50	10
Family, younger child under 13 years	91	18
Family, teenage children or older at home	96	19
Mature couple or single, no children at home	175	35

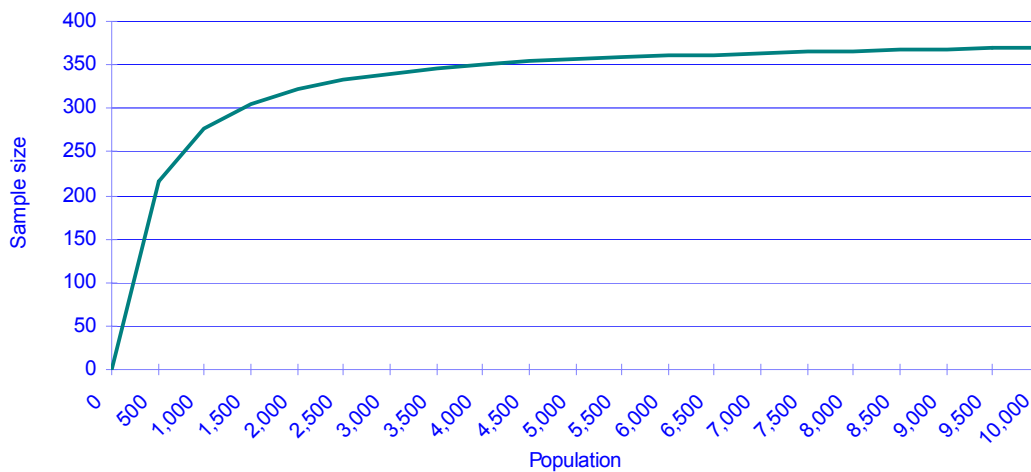
Appendix 3

Sampling Tolerance

It should be borne in mind throughout this report that all data based on sample surveys are subject to a sampling tolerance - that is, where a sample is used to represent an entire population, the resulting figures should not be regarded as absolute values, but rather as the mid-point of a range plus or minus x% (see sampling tolerance table below).

MARGIN OF ERROR TABLE (95% confidence level)										
SAMPLE SIZE ↓	Percentages giving a particular answer									
	5% 95%	10% 90%	15% 85%	20% 80%	25% 75%	30% 70%	35% 65%	40% 60%	45% 55%	50% 50%
50	6	9	10	11	12	13	14	14	14	14
100	4	6	7	8	9	9	10	10	10	10
150	4	5	6	7	7	8	8	8	8	8
200	3	4	5	6	6	6	7	7	7	7
250	3	4	5	5	6	6	6	6	6	6
300	3	4	4	5	5	5	6	6	6	6
400	2	3	4	4	4	5	5	5	5	5

OPTIMUM SAMPLE SIZES TO ENSURE A MAXIMUM VARIATION OF ±5% GIVING A PARTICULAR ANSWER (at the 95% confidence level)



Appendix 4

How To Read The Computer Tabulations

The computer tabulations in the report show the comparisons between [1] the answers given by the total number of respondents and [2] those given by the various subgroups. This is done in the form of percentages. Under certain data, you may notice the presence of + or - signs. These indicate where there is a statistically significant difference between the responses of the subgroup (e.g. males, people over 65, etc) and the group as a whole. When the responses of the subgroup are significantly less than the group as a whole, this is shown by a minus (-) sign. If, on the other hand, there is a significantly higher response by the subgroup, then a plus (+) sign appears. The degree of significance of difference is also indicated. Where a single (- or +), double (-- or ++) or triple (--- or +++) sign occurs, you can be, respectively, 90%, 95% or 99% sure that the subgroup is in fact answering differently to the group as a whole, and that it is not just a random fluctuation in the data. (See example below)

Please note that, because of rounding, answers in single response questions will not always sum precisely to 100%.

In addition, as the base for percentages is the number of *respondents* answering a particular question (rather than the number of *responses*) multiple response questions sum to more than 100%.

Example: How would you describe yourself?

	GENDER			AGE GROUP				
	TOTAL	Male	Female	16-24	25-34	35-44	45-54	55+
Complete non-smoker	298 72%	148 70%	150 74%	59 67%	56 63%	55 69%	78 76%	50 89% +++
No. of respondents	416 100%	212 100%	204 100%	88 100%	89 100%	80 100%	103 100%	56 100%

72% of all respondents said that they were complete non-smokers

74% of all females surveyed said that they were complete non-smokers. This is not a significantly different proportion to the total of 72% (no plus or minus signs)

63% of all 25-34 year olds said that they were complete non-smokers. We are 90% sure that this age group's response is significantly fewer than the total of 72% (single minus (-) sign)

89% of all 55+ year olds said that they are complete non-smokers. We are 99% sure that this age group's response is significantly higher than the total of 72% (triple plus (+++) sign)